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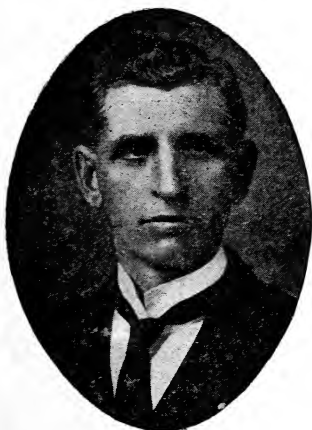
**Chapman's
Strawberry Plants
for 1920**



"Howard No. 17"
The
Million Dollar Strawberry
Exclusively



C. E. CHAPMAN, Introducer
North Stonington, Connecticut



PROFESSOR A. T. STEVENS,
of The Connecticut Agricultural College,
who has grown the "Howard No. 17"
for twelve years and has never
found its equal.

FRIENDS

AFTER growing strawberries for more than thirty years, testing all the most promising varieties offered during that time, finding some good ones and many poor ones, it is indeed a unique, interesting and altogether worth-while experience to finally find one that is so far ahead of all others that I have dropped them all and am growing for market only the one which is named on the cover of this booklet, "Howard No. 17," the Million Dollar Strawberry. And I am proud of the fact that to me was given the privilege and the honor of introducing this wonderful variety to the strawberry growers of this country.

History of the "HOWARD No. 17"

This variety was originated in Hampshire County, Mass., some 17 or 18 years ago.

I do not know its parentage, but I am satisfied from its behavior that it is not of plebian birth.

The originators, for reasons best known to themselves, declined to introduce it to the public. That the originators held it tight is well attested by the fact that I sent a number of orders into Hampshire County last spring, among others, one for five hundred plants to Smith's Agricultural School at Northampton, which is within a few miles from the place of its origination.

They did, however, permit some State institutions to test the variety among which was the Connecticut Agricultural College where it has been grown since 1908, and from which I received my first plants in the spring of 1916, through the courtesy of Prof. A. T. Stevens of the Horticultural Department, after trying in vain to secure plants from the originators, who ignored my letters to them as they did others who applied to them. I introduced this variety to the public in 1918, sending the plants to nine different states. Last spring I sent the plants into eighteen different states, including all the New England States, also New York, New Jersey, Pennsylvania, Ohio, Indiana, Michigan, Illinois, Wisconsin, Minnesota, Maryland, North Carolina, and Arkansas. One order was also sent to Ontario, Canada, but was lost in transit, all the others reaching their destination safely and in good condition. I fruited this variety for the first time in 1917, in a small way, and it proved to be the best one I had ever grown. In 1918 I fruited one-eighth of an acre and it produced the largest crop of the finest berries and they brought the most money of any variety I ever grew on the same area. The crop netted at the rate of more than one thousand dollars to the acre, after paying all expenses of growing

and marketing them. The fruit gave the greatest satisfaction to the marketman who sold them, and also to his customers, as his letter which is printed herein shows. Last spring I had a large patch of plants but everyone was sold after setting my own stock, so that I could not fruit it myself but I had abundant opportunity to see it on the grounds of several of my neighbors, and it was equally as fine as it was with me the previous years. In fact, my largest customer of last Spring, Mr. J. Howard Lippincott, of Moorestown, New Jersey, who bought several thousand plants of me, came here to see it in June when it was first commencing to ripen, and after seeing it on the grounds of my neighbors said he felt well paid for his trip of two hundred miles to see "Howard No. 17." He also stated that he should put out four or five acres of it in the spring of 1920. Mr. Lippincott is one of the largest fruit and truck growers of southern New Jersey, shipping his products to New York, Philadelphia and Boston markets.

In previous years I have only been able to give my own experience and that of Prof. Stevens, as to its fruiting qualities. Last year, I could only give my customer's experience as to its plant growth, as none had fruited it. But this year I am able to give plenty of other evidence of its fruiting qualities, and I am very glad that I have plenty of witnesses to testify regarding its behavior at fruiting time. I expected the "Howard No. 17" would give a good account of itself, but it has far exceeded my expectations and I feel that I am fully justified in introducing it to the public.

There is absolutely no excuse for anyone to introduce just an ordinary variety and the fellow who is found guilty of perpetrating such an outrage on a long-suffering public, when we already have far too many of that kind, should be severely penalized. If you have fruited the "Howard No. 17" you know it is not an ordinary variety. If you have not fruited it read the letters herein of those who have, and see if they think so.

Description

“HOWARD No. 17”

PERFECT FLOWERS

The plants of “Howard No. 17” are the healthiest of any I have ever seen. During the four years that I have grown it I have never seen a trace of rust, leaf spot or leaf curl.

The plants are strong and vigorous, and make a plenty of them. It keeps green and healthy after yielding the largest crop, showing its inherent vitality, while other varieties in the same field will be all gone to pieces after fruiting; this variety looks as if nothing had happened to it. The berries begin to ripen medium early, and continue for a long time, though the bulk of the crop is produced in the first two weeks when prices are good.

The first berries to ripen are wedge shape, soon becoming conical, typical shape, long conical, smooth, and never rough or misshapen. The berries are very large. No other variety of its season approaches it in size, beauty and quality. The berries color all over at once a beautiful, rich glossy red. The berries are held up from the ground on strong stems, and are easily seen and are easy to pick, and there are no dirty berries. The berries are firm and good shippers. They hold up in size the best of any I ever grew without any exception. The first berries are large and the last ones nearly as large. There are absolutely no nubbins from first to last. A great trouble with many varieties is that the berries run down in size rapidly after two or three pickings. This is not the case with this variety. My customers who have fruited it will bear me out in this statement.

Prof. A. T. Stevens speaks of this variety in the Connecticut Pomological Report for 1918, on page 88, as follows: “I know of no variety that comes anywhere near it for health and vigor of

plant, for plant making and for yield of fruit. The man who originated this variety tells me it has been shipped to Boston for fifteen years. We have been working on this variety since 1908." Also, in an article in the New England Homestead, of March 2, 1918, on Strawberries and Their Culture, he says, "Howard No. 17" is the best we have tested at the College for ten years."

In a letter to me, dated Sept. 17, 1919, in answer to an inquiry as to how it had done at the college the past year, he writes: "The 'Howard No. 17' has kept up its former reputation this year. I do not believe we ever had a better crop from it."

I fruited the past year the following varieties: Abington, Glen Mary, William Belt, Messenger, Amanda, Campbell's Early, Big Joe, Pittsville and Paul Jones. I shall fruit them no more, as I did not set any of them. The Abington is the best of the above list, but it cannot be compared with the "Howard No. 17," as it is out-classed by it in all desirable points. I sold the "Howard No. 17" plants last spring for \$25.00 per thousand. I stated in my booklet that they were cheaper at that price than any of the others would be as a gift. This year I am making the price lower as I have a larger stock, and I want to sell them as low as I can afford to. At the prices I am asking the "Howard No. 17" is cheaper than any of the others would be as a gift.

Prices:—1,000 plants, \$18.00; 500, \$9.00; 250, \$4.50; 100, \$2.00; 50, \$1.00; 25, 75 cents. Prepaid by parcel post or express.

There are only a few plant dealers who have plants of the "Howard No. 17" to sell for the spring of 1920, and, remember, that I am the introducer of the variety and am headquarters for the genuine plants, and it is for my interest as well as your own that you have the genuine plants wherever you get them; and if you send

your orders to me you are absolutely sure of getting the true stock, as I have no other to sell in the standard or summer fruiting varieties.

FALL BEARERS

PROGRESSIVE AND PEERLESS—These are the best so far introduced. The Progressive bears the most fruit in the fall of the first year set, but the Peerless is very large and fancy.

To my mind the Progressive is the best if only setting one variety. I think the Peerless should be grown in hills for the best results. It is nice to have some of these in the garden to produce fruit out of the regular season for yourselves, and to treat your friends on when they come to see you.

Prices:—1,000, \$15.00; 500, \$7.50; 250, \$3.75; 100, \$2.00; 50, \$1.00; 25, 60c. Prepaid by parcel post or express.

RASPBERRIES

I have grown raspberries for many years and next to strawberries they are my favorite berry fruit. Some years ago I grew acres of them and sold the plants in nearly every state where raspberries are grown. For a few years back I have not grown them largely, and have not offered the plants for sale, for the reason that it has been impossible to secure the help needed in their culture. They are, however, next to strawberries the most desirable and profitable of the berry fruits, selling for high prices and the demand is far greater than the supply.

This year I am offering a few plants of the best varieties only.

RED RASPBERRIES

JUNE—"Without doubt the Lord can make a better red raspberry than June, but he never has. Cuthbert for a generation has been the standard of excellence for home and market

red raspberries. Let us compare June with this variety. In size June is very much larger. It is fully as good color, fully as firm, and I think it no exaggeration to say that it will out-yield Cuthbert two to one." The above is taken from the catalog of the late W. L. McKay, of Geneva, N. Y., some years ago from whom I secured my plants.

He also showed an engraving of a cane and fruit from the New York Experiment Station where it was originated at Geneva, which I thought must be overdrawn, but it was not, in any particular.

Mr. McKay might well have added that the Lord had not as yet made as good a one as June, which would have been perfectly true.

I also have the description of Prof. U. P. Hedrick, Horticulturist at the Geneva station, from a Bulletin issued in 1913, from which I quote: "June is the result of a cross made on the station grounds in 1897, between London and Marlboro. From this seed 338 plants were secured, one of which after fruiting for several years was named June, and in 1909 was disseminated among raspberry growers. Plants are more vigorous than either of its parents; upright, few suckers, hardy, very productive, healthy; canes stocky, smooth. It is worthy of extensive planting. The yield is heavy and is well distributed over a long season, ripening as no other raspberry does in June, hence the name. It begins to ripen the earliest of any of the 70 varieties growing at the Station. The fruit averages larger than Cuthbert, but is more spherical. It keeps well and ships well, adheres well to the bushes, easily picked. Berries very large, firm and holding their size unusually well until the end of the season. Last but by no means least, June is high in quality."

I can fully subscribe to all the above. I have fruited it four times, paying 25 cents each for my first plants, not getting many of course, but

I have increased my plants as fast as I could, and now have a few to offer. Perhaps the most unique feature of the June is the elimination of the spines. You can handle them with bare hands, and pick the fruit with bare arms, and there are no spines to annoy you, something which cannot be said of any other red raspberry. I have grown in the last thirty years all the red raspberries of any prominence and can truly say that those who have not grown the June do not realize the possibilities of a red raspberry.

I am the only plant grower in Connecticut who has the plants for sale, and there are only two others in New England who offer them. All the plants I have for sale are grown by myself and they cannot be bought at wholesale in Geneva for the prices I offer them, but I always mean to sell as low as I can afford to.

Prices:—500, \$18.00; 250, \$9.00; 100, \$4.50; 50, \$2.25; 25, \$1.25; 12, 75c; 6, 50c. Prepaid by parcel post or express.

BLACK RASPBERRIES

PLUM FARMER—This is the best known and and the best well tested variety. I have a few nice plants to offer, but cannot supply above 100 lots.

Prices:—100, \$3.50; 50, \$1.75; 25, \$1.00; 12, 60c; 6, 40c. Prepaid.

Note.—Please remember that all prices given in this booklet are prepaid prices. The prices named are just what the plants will cost delivered to you either by parcel post or express; transportation charges are paid by me, and you have nothing more to pay after sending me the price of the goods.

The following six testimonials are from customers who have fruited the "Howard No. 17" Strawberry for the first time:

TESTIMONIALS

Swedesboro, N. J., June 25, 1919.

Mr. C. E. Chapman, North Stonington, Conn.,
Dear Sir:—I feel I must write and tell you how I like the "Howard No. 17." From what you have written me at different times I naturally expected it to do very well but to say that it far exceeded my expectations is putting it mildly. It is certainly a wonderful berry and you cannot praise it to high. My only regret is that I did not get more plants to start with. It should be called the Million Dollar Strawberry, because I am sure it will mean greatly increased profits for strawberry growers everywhere. As a rule I usually discount statements by introducers and also go slow on praising new varieties after a test of only one season, but the "Howard No. 17" is so outstanding in its superior qualities, both as to plant growth and fruit, that I am recommending it to others and will set every plant I can next Spring for our own fruiting. You should certainly have a vote of thanks from strawberry growers everywhere for your part in introducing this wonderful berry. I send you my own herewith.

Yours truly,

WILLARD B. KILLE.

Maple Grove Poultry Plant,
64 South St., Milford, N. H.

C. E. Chapman, North Stonington, Conn.,
Dear Sir:—Yours of July 25th in reference to "Howard No. 17" at hand. Will say it proved up to your claims in nearly every respect. It certainly is a wonderful berry. I had them set on rather light soil, about the poorest I had for a big yield, but they sure shelled them out, and they were so early. I got top price, 40c. per box, for some of them. I got 40 boxes two days in succession from my patch of six square rods. I estimate I received fifteen dollars per square rod for plants and berries sold and set 1,500 plants

myself—all I had room for. I am getting nearly an acre of land into good condition for next year and plan to set most of it to "Howard No. 17." Yours for best berries,

C. A. BAKER.

Ipswich, Mass., July 24, 1919.

Mr. C. E. Chapman, North Stonington, Conn.,
Dear Sir:—Your letter of recent date received. I no doubt you desire to know the truth and nothing but the truth with regard to the "Howard No. 17" strawberry, and I will write just that as I have found it. The plants of "Howard No. 17" are fine, healthy and free from rust. Run just enough to make a good row. The fruit ripened early and the berries were very large and as fine as I have yet seen.

"Howard No. 17" is exceedingly promising variety, being very healthy and vigorous in vines and having exceptionally large fine fruit, well worthy of trial and a safe variety to set.

Respectfully yours,

ALBERT F. TENNEY.

Littleton, Mass., July 5, 1919.

Dear Mr. Chapman:—The strawberry season is over now and I thought you would like my report on the "Howard No. 17" plants that I got of you last year. The berry is certainly a good one and a heavy bearer. It made me a lot of money and it kept its size up until the very last. The plants are just as dark green now as they were last fall. Think it best to grow this berry in narrow row. The berry is well suited for growing in hills as I gave a friend of mine in New Hampshire a few potted plants last summer and they cannot say enough in praise of the berry. Am sending photo of part of the bed of "Howard" and I think you will agree that there is bloom enough to suit almost anyone. The "Howard" is going to stay with me as its good enough for any one to grow. Thanking you for the chance to get this berry. Yours,

JOHN H. HARDY.

Norwich, Conn., July 18, 1919.

Mr. C. E. Chapman, Dear Sir:—Yours of the 17th received. Will say in reply am much pleased with the "Howard No. 17" strawberry. The fruit ripened early and lasted well. You remember I had only 100 plants. I think that one mistake I made was that the rows were allowed to mat too thick, but with all this drawback there were picked from them at one time 24 boxes of first-class berries—the receiver wishing that there were more. For the first berries I was paid 40 cents per box. Next year shall set all the plants that there will be room for. Have one bed in hill culture. Will see what they will do. Also have several other kinds in hill culture to try out with them. The color of the "Howard No. 17" takes well in the Norwich market. I think they out-yielded all other kinds this year.

D. O. COOK.

Norwich, Conn., R. D. 7.

Houlton, Aroostook Co., Maine,

Aug. 1, 1919.

Mr. C. E. Chapman, North Stonington, Conn., Dear Sir:—The present season has been a poor one here for strawberries. Too much cold, cloudy weather early—then on June 18th a frost nipped many of the blossoms. The "Howard No. 17" were planted alongside of three other varieties and far exceeded them in amount of fruit produced and larger, finer berries. The "Howard 17" and a few everbearers I shall grow from now on. Yours truly,

G. F. MERITT.

GENERAL TESTIMONIALS

Baker's Summit, Pa., April 4, 1919.

Mr. C. E. Chapman, North Stonington, Conn.,
Dear Sir:—Inclosed find money order for 50 plants of the "Howard No. 17" strawberry which I hope I will find as good a strawberry as you say it is. I am past 82 years of age and if I should be so fortunate as to live till they bear, 1920, I hope I will not be disappointed. Received your booklet this P. M. Yours truly,

SAMUEL KEOGY.

Baker's Summit, Pa., April 12, 1919.

Mr. C. E. Chapman, North Stonington, Conn.,
My Dear Sir:—The 54 "Howard No. 17" strawberry plants you sent me arrived in splendid condition and are fine plants and everyone is growing and all are wanting to bloom, but I have been pinching the buds off. Yours truly,

SAMUEL KEOGY.

[No, he will not be disappointed. He will find it just as good a strawberry as I say it is. And here's hoping that the Dear Old Man will not only be so fortunate as to pick the fruit in 1920, but also be so fortunate as to live to celebrate his Centennial anniversary.]

Greene, Me., 5/29, 1919.

Mr. C. E. Chapman, North Stonington, Conn.,
Dear Sir:—Received the plants today and they are fine. You certainly understand how to pack them up. Yours truly,

E. W. FURBUSH.

Danbury, Conn., May 9, 1919.

Mr. C. E. Chapman, North Stonington, Conn.,
Dear Sir:—The berry plants came all right and are very nice. Will you send me another hundred by parcel post? Find check enclosed for same. Yours truly,

M. C. KNAPP.

Houston's Nurseries, Mansfield, Conn.

Mr. C. E. Chapman, Dear Sir:—Your plants arrived in fine condition and they certainly were handsome. Having seen the berries we are sorry that we haven't a larger bed. We shall be looking for more plants in the Spring.

Yours truly,

BYRON D. HOUSTON.

Falmouth, Mass., April 22, 1919.

Mr. C. E. Chapman, Dear Sir:—Thank you for sending me such a fine looking lot of plants. They arrived in first-class condition and I certainly ought not to lose one of them.

Yours sincerely,

L. C. JONES, M. D.

Cuyahoga Falls, Ohio, May 16, 1919.

Mr. C. E. Chapman, North Stonington, Conn., Dear Sir:—My order of "Howard No. 17" arrived yesterday. I want to thank you for promptness of shipment and will say that the plants were fine. If plants are any indication of fruit I look for something away above the average. If at any time you should want a report on their behavior, write me. Yours truly,

N. A. BUCKLIN.

He Found What He Long Had Sought.

Tolland, Mass., March 19, 1919.

Mr. Chapman, North Stonington, Conn., Dear Sir:—Inclosed find ten dollars for which please send "Howard No. 17" plants. I am glad you have been able to free this berry, although I am a young berry grower I had read about the "Howard No. 17," but never could find any plants for sale. Yours truly,

C. C. CLARK.

Tolland, Mass., May 1, 1919.

Mr. Chapman, Dear Sir:—The berry plants arrived nicely and they are surely a fine, healthy plant. Many thanks for the liberal number. Although I have grown berries four years I was unable to find the right one. Now I feel sure I have it. Thanks to you.

Yours truly,

C. C. CLARK.

Mena, Arkansas, May 29, 1919.

Mr. C. E. Chapman, North Stonington, Conn., Dear Sir:—The plants arrived here on Monday. They were sure fine plants, and were loaded with blossoms and berries. I cut the fruit and leaves all off and set them out and we have had rain every day since and cloudy weather and I can see that they have started to make new leaves already. Yours truly,

C. H. WEBSTER.

[In this case I departed from my usual custom of trimming, and left the fruit and blossoms on, some of the fruit being nearly two-thirds grown. The weather was warm here and they were going a good ways south where it was much warmer. I took the utmost pains in every other respect, however, and they arrived all right.]

J. H. Seaborn Fruit Supply Ranch,

Baraboo, Wisconsin, April 11, 1919.

Mr. C. E. Chapman, North Stonington, Conn., Dear Sir:—Am inclosing P. O. order for \$3.25, for which please send 100 "Howard No. 17" plants. I always like to get plants direct of the introducer if possible, so am giving you this order now. Please have them sent by P. P. or express which ever way you think best. Please use plenty of moss and a shade damp as I have received plants from the East heat so they were

useless and died shortly after setting out. Am sending 25 cents extra for good packing.

Yours truly,

J. H. SEABORN.

[I was determined that this order should go through safely, although it had more than a thousand miles to travel before reaching its destination. When I sent the order I requested Mr. Seaborn to inform me its condition on arrival. His reply follows:]

Baraboo, Wisconsin, April 21, 1919.

Mr. C. E. Chapman, North Stonington, Conn.,
Dear Sir:—The plants arrived and are fine. No ill effects of the trip. Am very much pleased with the packing and condition on arrival. Will let you know if they do well here in this climate. Yours truly,

J. H. SEABORN.

[I spare no pains in packing plants and have all the necessary materials to do it with, and I have never had one complaint in all the many years' experience. I have never heard of plants arriving in poor condition, and no one need send one cent extra for packing and Mr. Seaborn got extra plants enough to make up for the extra 25 cents he sent.]

He Begs For The "Howard No. 17."

9 Bowman St., Gardiner, Maine,

May 21, 1919.

Mr. C. E. Chapman, North Stonington, Conn.,
Dear Sir:—Please find enclosed \$13.00 for which please send me, if not too late, 500 of your "Howard 17." I bought 100 of you some three weeks ago and trenched them in and they are all in blossom now and I think so much of them I would like to get some more. Now, if possible, let me have them I beg of you. The reason I write you at this late date is because you were so prompt in sending the hundred I ordered before. Some plants I ordered from

other parties three or four weeks ago have not arrived yet. Hoping you can let me have them, I am very respectfully yours,

FRANK RICHARDSON.

[There are no long waits when you order plants of Chapman. He stays up nights to fill orders when necessary.]

Mountain View Farm. Plants For Sale in Their Season.

Springfield, Vermont, June 6, 1919.

Dear Mr. Chapman:—The 150 "Howard No. 17" strawberry plants ordered from you arrived in due time. I have bought and sold all kinds of plants for the last twenty years, but I never bought or sold as handsome plants as the 150 "Howard's" I received of you. Everyone is not only alive, but actually growing. I have set about 3,000 plants so far this Spring, bought them all. Had them from five different strawberry men and I got some good plants from all of them, but in no case were they all good **except yours**. Yours were full count and more. Packed nice and arrived in the best of condition. I nearly forgot to tell you to find inclosed check for \$7.00 for 250 more "Howard No. 17." Most sincerely yours,

WILLIAM D. DEAN.

Springfield, Vermont, R. D. No. 1, Box 15.

Broughton's Market, No. 6 Main Street,

Westerly, R. I., Nov. 23, 1918.

My Dear Chapman:—Having bought your entire output of berries last season I cannot help mention your "Howard No. 17." Finest fruited berries we ever handled in color, beauty, flavor and firmness, and was asked for by my trade after the first sale on June 11th, and as I remember, the last was about July 17th. I can recommend it as a fine berry to ship and hope to market them another year for you.

Yours very truly,

GEORGE E. BROUGHTON.

Friends, do you need anymore evidence of the quality of the plants I furnish or the service I give. I have plenty more that I could give, but space forbids. I feel proud of every testimonial in this booklet. Not one of the persons who have testified have ever seen, except the last, and it cannot be charged that they write for the sake of "Friendship." I could fill a much larger booklet than this with testimonials from parties whom I know personally, but I did not care to do this. I am more than pleased with the record the "Howard No. 17" has made with those who have fruited it. There are probably places where it will not succeed but my correspondence thus far does not show them. I fully appreciate all the kind words of my friends and thank you heartily for your orders. I promise you that I will never, knowingly, misrepresent anything and that I will give you the best possible service. I am no more honest than everyone ought to be, but I do try to square my business by the Golden Rule, considering every order I receive a sacred trust and my duty not done until I have started it on its way, using all the care and skill which an experience of many years has taught me should be used, and I have yet to receive my first complaint of goods arriving in poor condition, due to any neglect on my part. I mean for the name Chapman to be a synonym for best varieties, best plants, and best possible service. Yours faithfully,

C. E. CHAPMAN,

Introducer, the "Howard No. 17," the Million-Dollar Strawberry.

North Stonington, Conn.

Telephone 43-14, Mystic Exchange.

TERMS

No goods shipped until paid for in full. I will, however, book orders if at least one-third the amount of the order is sent when ordering as an evidence of good faith, the balance to be sent when you order the goods shipped. No attention will be paid to C. O. D. orders.

I have no wholesale prices to dealers. The prices given are the same to all.

